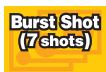


PRELIM

▲ Step-up



In silver, black, pink or light blue, the DSC-W55 is a stand-out choice for style-conscious start-up or step-up camera customers who appreciate real value and advanced technology. 7.2 MP imaging, Carl Zeiss® 3X Optical zoom lens and high sensitivity combine to capture clear, high-detail images even in low light -- and with up to 380-shot<sup>2</sup> Stamina® battery power, 56 MB Internal Memory capacity and large 2.5" <sup>1</sup> LCD screen, the DSC-W55 is ideal for family memories at home or on the road.

- **7.2 MP Super HAD™ CCD**  
More megapixels give you more detail and definition when you make big prints or crop in tight on your subject. The advanced Sony® Super HAD™ (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.
- **Carl Zeiss® 3X Optical Zoom Lens Design**  
A top-quality Carl Zeiss® 3X Optical zoom lens design helps the DSC-W55 bring distant subjects closer and lets you frame shots quickly for better composition -- a real advantage for family sports, outdoor fun and travel photos.
- ▲ **Large 2.5" <sup>1</sup> LCD Screen**  
The DSC-W55 provides a large, bright LCD screen for composing shots, checking results, sharing your photos on location and reading camera setup menus even in full sunlight.
- **High Sensitivity Mode**  
With high sensitivity of ISO 1000, the DSC-W55 gives you better shots in low light so you can shoot without flash to preserve the mood -- great for birthday parties, indoor gatherings and candid portraits.
- **Clear RAW™ Noise Reduction**  
The original Sony Clear RAW™ NR (Noise Reduction) image processing technology helps suppress color noise that can accompany high-sensitivity shooting.
- **56 MB Internal Memory**  
The DSC-W55 allows you to capture a large number of images without a flash memory card, so it's great for traveling or for quick candid snapshots.
- **Memory Stick Duo™ Media Convenience**  
The DSC-W55 also has a built-in slot for optional Memory Stick Duo™ or Memory Stick PRO Duo™ media -- the compact, high-capacity storage media that make it easy to upload photos to your computer or make lab-quality prints at home on your Sony Picture Station™ digital printer (sold separately).
- **Function Guide Text/Icon Display**  
An on-screen Function Guide text/icon display makes it easy to learn the camera functions that give you greater creative freedom to adjust photo settings.
- **Versatile Color Modes**  
The DSC-W55 gives you greater creative freedom to adjust color mode for the creative results you want -- with Natural setting for subtle colors, Rich setting for more intense colors, in addition to Monochrome and Sepia color settings.
- **Convenient Photo Modes**  
To adjust quickly for specific shooting situations, the DSC-W55 lets you choose from several convenient photo modes: Auto, P-Auto, and Scene Selections for Twilight, Twilight Portrait, Landscape, High Sensitivity, Soft Snap, Snow, and Beach environments.
- **14X Smart Zoom® Feature<sup>3</sup>**  
The Sony Smart Zoom® feature intelligently "crops into" the central portion of interest in your photo, avoiding the image degradation of other digital zooms.

ADDITIONAL FEATURES

- MPEG Movie VX Fine Mode
- Stamina® Battery Power
- Burst Mode
- Picture Motion Browser Software



**Specifications**

**General**

Megapixel: 7.2 MP  
Imaging Device: 1/2.5" Super HAD™ CCD  
Recording Media: 56MB<sup>1</sup> internal Flash Memory, optional Memory Stick® DUO Media, optional Memory Stick DUO PRO™ Media

**Convenience**

White Balance: Automatic, Cloudy, Daylight, Fluorescent, Incandescent, Flash  
Self Timer: Yes (10 seconds, 2 seconds, Off)  
Memory Stick PRO™ Media Compatibility: Tested to support up to 8GB Memory Stick DUO PRO™ media capacity<sup>1</sup>; does not support Access Control security function.  
Still Image Mode(s): JPEG: Normal, Burst, Multi Burst  
Red-Eye Reduction: Yes (On/Off all modes)  
Burst Mode: 4 Shot at 1.1 fps (7.2MP JPEG fine), 64 Shot VGA at 1.3 fps (JPEG std.)  
Erase/Protect: Yes/Yes  
Date/Time Stamp: No/No  
Media/Battery Indicator: Yes/Yes  
Color Mode(s): Black & White, Natural, Rich, Sepia  
Image Quality Mode: Yes, JPEG Fine/Standard

**Convenience Features**

Real Imaging Processor™ Technology: Yes  
AF Illuminator Light: Yes  
PictBridge Compatible: Yes  
Multi-Pattern Measuring: Yes  
SteadyShot® Image Stabilization: N/A  
Scene Mode(s): Beach, High Sensitivity, Landscape, Snow, Soft Snap, Twilight, Twilight Portrait  
Movie Mode(s): MPEG VX Fine with Audio (640x480 at 30fps) (MPEG VX Fine requires Memory Stick DUO PRO™ media), MPEG VX Standard with Audio (640x480 at 16fps), Video Mail with Audio (160x112 at 8fps).  
Power Save Mode: Yes (after approx. 3 min. of inactivity)

**Inputs and Outputs**

Accessory Terminal: N/A  
Audio/Video Output(s): Yes via Multi-Use Connector  
USB Port(s): Yes (Supports USB 2.0<sup>5</sup>)

**Hardware**

LCD: 2.5" (115K Pixels TFT LCD Screen)  
Viewfinder: Optical  
Lens Construction: 6 Elements in 5 Groups, 3 Aspheric Elements  
Microphone/Speaker: Yes/Yes  
Lens Type: Carl Zeiss® Vario-Tessar®  
Docking Station: N/A

**Operating Conditions**

Flash Effective Range: ISO Auto: 6" to 12' 8" (0.2-3.9m)(W), ISO 1000: 6" to 23' (0.2-7.0m)(W)  
Flash Mode(s): Auto, Forced On, Forced Off, Slow Synch

**Optics/Lens**

Focal Length: 6.3 - 18.9mm  
35mm Equivalent: 38 - 114 mm  
Focus: 5 Area Multi-Point AF, Center AF  
Aperture Range: f2.8-7.1(W), f5.2-13(T)  
Shutter Speed: 1/8 - 1/2000 sec. (Auto), 1 - 1/2000 sec. (Program Auto)  
Exposure Compensation: ±2.0 EV, 1/3 EV Step Increments  
ISO: Auto, 100, 200, 400, 800, 1000  
Filter Diameter: 30mm (with VAD-WB Adapter Ring)  
Smart Zoom® Technology: Up to 3.6X (5MP), 4.5X (3MP), 5.6X (16:9 2MP) 14X (VGA Resolution)<sup>4</sup>  
Digital Zoom: 0-2.0X (Precision)  
Optical Zoom: 3X  
Macro Mode: Yes  
Total Zoom: 6X  
Minimum Focus Distance: 19.7" (50 cm), Macro 0.74" (2 cm)

**Power**

Battery Type: Lithium-Ion NP-BG1  
Battery Capacity: 3.6V, 960 mAh

**Service and Warranty Information**

Limited Warranty: 1 Year Parts & Labor  
Software

Supplied Software: Windows: Picture Motion Browser Vers 2.0 + USB Driver  
Operating System Compatibility: Microsoft® 2000 Professional, Me, XP Home and Professional; Macintosh® OS 9.1/9.2/OS X (10.0-10.4)

**Dimensions**

Weight: 4.2 oz (116 g) Body; 5.1 oz. (147 g) including Battery and optional Memory Stick® DUO Media  
Measurements: 3 1/2" x 2 1/4" x 7/8" (89 x 57 x 23 mm)

**Supplied Accessories**

NP-BG1 rechargeable battery  
BC-CSG battery charger  
A/V and USB multi-connector cables  
Wrist strap  
Software CD-ROM  
Note: No Memory Stick® DUO media or adaptors are included.

**Optional Accessories**

Accessory Kit (ACC-CLGB)  
Rechargeable Lithium-Ion Battery (NP-BG1)  
Conversion Lens Adaptor Mount (VAD-WB)  
Wide Angle Conversion Lens (VCL-DH0730)  
Super Telephoto Conversion Lens (VCL-DH2630)  
Telephoto Conversion Lens (VCL-DH1730)  
Polarizing Kit Filter (VF-30CPKS)  
External Slave Flash w/Bracket (HVL-FSL1B)  
Genuine Leather Cases (LCS-TWA/TWB/TWC/TWD)  
GPS Unit Kit (GPS-CS1KA)  
Memory Stick Duo™ PRO (MSX-512S)  
Memory Stick Duo™ PRO (MSX-1GST)  
Memory Stick Duo™ PRO (MSX-2GS)  
Memory Stick Duo™ PRO (MSX-M4GS)  
Memory Stick Duo™ PRO Adapter (MSAC-M3)  
Memory Stick Duo™ USB Adptr (MSAC-US40)

Color: Black Blue Pink Silver

1: Viewable area, measured diagonally.  
2: Actual results may vary based on product settings, usage patterns, battery and environmental conditions.  
3: Smart Zoom® feature will not work at highest resolution setting.  
4: Shooting at high frame rate of up to 30 frames per second requires Memory Stick PRO Duo™ media.  
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